

SOCIAL MEDIA KIT

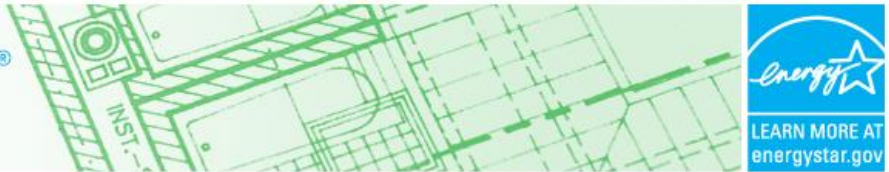
The goal of the Environmental Protection Agency's (EPA) ENERGY STAR Challenge Green Your Blueprint Challenge is to showcase the top design projects that achieve Designed to Earn ENERGY STAR. Architects will have the opportunity to have their design projects featured on the ENERGY STAR Pinterest Board and also share their designs and challenges on Twitter and Facebook! Here's how to join in on the fun:

Pinterest

- **How to be featured on the Pinterest Board:** Green Your Blueprint!
 - Send an email to spp@energystar.gov including your Challenge template and a photo (or screenshot) showing you challenging other A/E firms. Include a brief 150–200 word description of your design project.
 - Go to pinterest.com/energystar and follow the Pinterest Board: Green Your Blueprint (as well as all other ENERGY STAR boards).
 - Stay tuned to Pinterest and keep up with the latest Challenge activities.

Twitter and Facebook

- **Promote the Green Your Blueprint Challenge:** You can promote the Challenge by telling your followers about it on your social media accounts.
 - ENERGY STAR will be promoting the Green Your Blueprint campaign on Twitter, so feel free to share/retweet ENERGY STAR tweets/posts to your followers to help get the momentum going.
 - You may use the sample posts below or make up your own. Be sure to tag ENERGY STAR #AChallenge.
 - **Sample Tweet:**
 - [A/E FIRM] are all in with @ENERGY STAR Green Your Blueprint Challenge! Here's our design project [insert picture here.]
 - [A/E FIRM] challenges [A/E FIRM] to join the @ENERGY STAR Challenge to Green your Blueprint #AChallenge! <http://go.usa.gov/M9sh> [insert challenge image here.]
 - We are set to go with the @ENERGY STAR Green Your Blueprint Challenge! #AChallenge <http://go.usa.gov/M9sh> [insert picture here.]
 - **Sample Facebook Post**



- [A/E FIRM] is excited to be in EPA's ENERGY STAR Green Your Blueprint Challenge! #AEchallenge <http://go.usa.gov/M9sh>
 - We joined the EPA @ENERGY STAR Green Your Blueprint Challenge! We have **XX** projects that achieved Designed to Earn ENERGY STAR. #AEchallenge <http://go.usa.gov/M9sh>
 - We challenge YOU: [A/E FIRM] to join the @ENERGY STAR Green Your Blueprint Challenge! And you can get your design projects featured on the ENERGY STAR Pinterest Board! #AEchallenge [insert picture here.] [pinterest.com/energystar]
- **Stay connected:** Keep us in the loop on social media.
- Tag ENERGY STAR in your promotions:
 - ENERGY STAR on Twitter: [@ENERGYSTAR](https://twitter.com/ENERGYSTAR) & [@EnergyStarBldgs](https://twitter.com/EnergyStarBldgs)
 - Send your Challenges and design projects to spp@energystar.gov and be featured on our Pinterest Board!
 - Be sure to use the Challenge hashtag! #AEchallenge